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Veeva Medical Webinar

Driving **Impactful**  
Medical Engagements





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## Webinar Housekeeping



Microphones will be  
**muted** throughout  
the webinar.



Please use the Q&A  
function to ask  
questions.



Questions will be  
answered at the end  
of the demonstration.

# Agenda

- 1 Business Challenges for Medical
- 2 Data-Driven Medical Engagements
- 3 Demonstration
- 4 Q&A
- 5 Next Steps

# Business Challenges for Medical



# What Trends Are Disrupting Medical?



Shift in Decision  
Power



Rapid Product  
Innovation



Explosion  
of Data



Digital  
Transformation



## What Does This Mean for Medical?



Expanding  
Stakeholders



Generating  
Actionable Insights



Measuring Impact

Increase in Strategic Importance

# Data-Driven Medical Engagements



# Veeva Link

Real-time Customer  
Intelligence Platform

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## 3 Critical Pain Points You Can Address

Link provides real-time customer intelligence to enable relevant engagement with key people

### *From the current state...*

**Lack of personalization** resulting in low value interactions with key people

**Lack of coordination** around key people and therapeutic area ecosystems

**Lack of ability to monitor** medical impact in real-time



### *... to the future state enabled by Link*

**Relevant engagement** with key people

**Improved coordination** across central and field teams

**Real-time monitoring** of your medical impact



# 16 Therapeutic Areas



**Link for Oncology**



**Link for Gastroenterology**



**Link for Respiratory**



**Link for Cardiology**



**Link for Hepatology**



**Link for Rheumatology**



**Link for Dermatology**



**Link for Nephrology**



**Link for Virology**



**Link for Endocrinology**



**Link for Neurology**



**Link for Bacterial Infections**



**Link for Psychiatry**



**Link for Hematology**



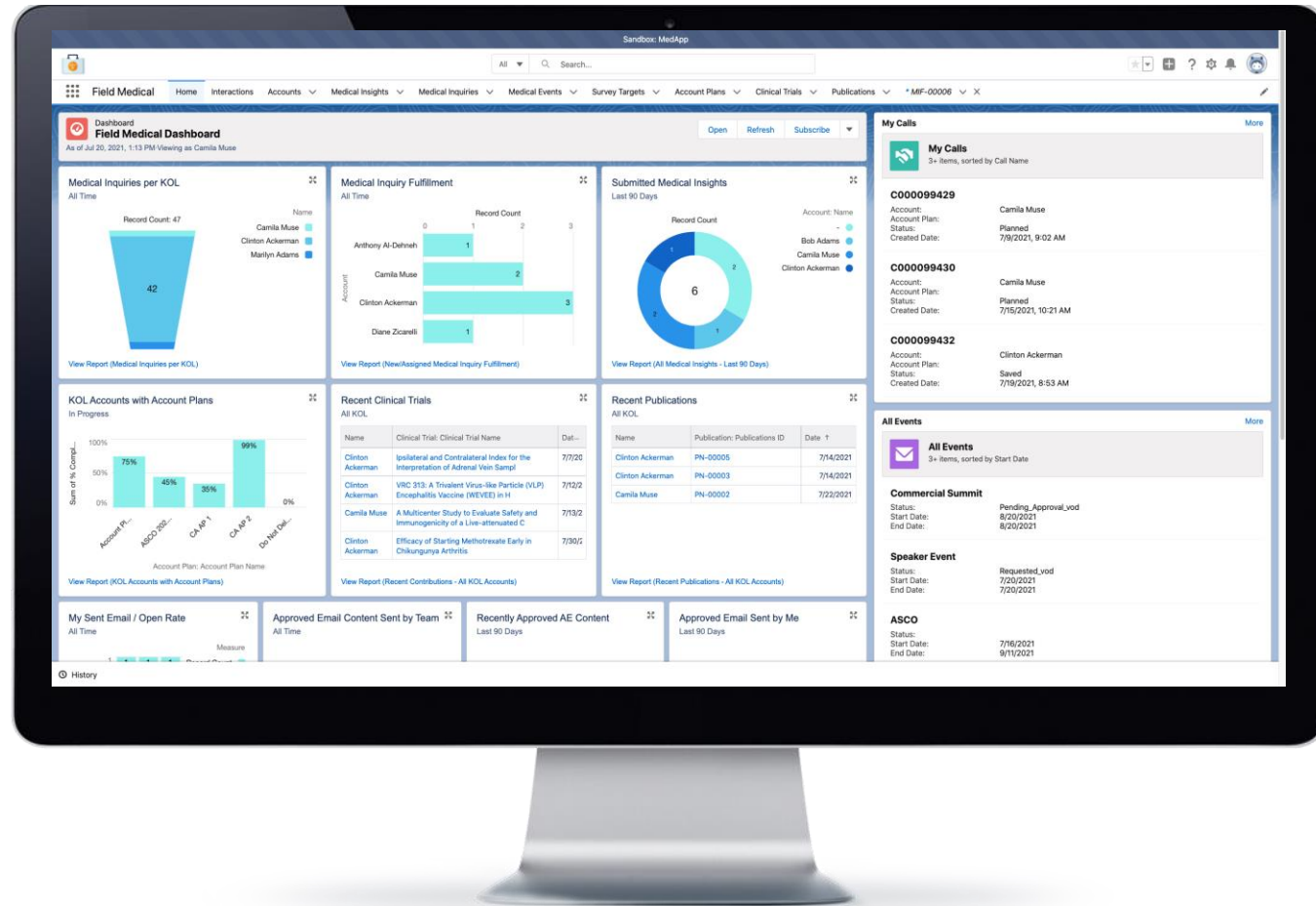
**Link for Osteology**



**Link for Ophthalmology**



# Act Based On Insights



# Demonstration



# Summary of Demonstration

## Medical Director

- Reviewed Congress Data in Link
- Reviewed social media feed around event
- Reviewed Engagement Plan in light of congress in CRM
- Reviewed action items linked to KOL and Congress
- Reviewed Medical Insights Dashboards after KOL interactions

## MSL

- Reviewed KOL Profile, seeing Link and Engagement plan in a single view
- Leveraged MyInsights, Timeline & Medical Insights
- Interacted online and shared key scientific content and messages
- Captured key medical insights after the interaction



# Questions

# Next Steps





## Key Takeaways



— Veeva COMMERCIAL & MEDICAL —

# SUMMITCONNECT

EUROPE

18 November  
2021

MEDICAL TRACK KEYNOTE  
FIRESIDE CHAT

## Maximizing the Impact of Medical Affairs

Starting at  
10 am CET / 9 am GMT

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11:00 am CET / 10:00 am GMT

Advancing Scientific Relationships With Digital

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11:30 am CET / 10:30 am GMT

Panel: Achieving Field Medical Excellence

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12:05 pm CET / 11:05 am GMT

Veeva Medical Suite Roadmap

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2 pm CET / 1 pm GMT

Actionable Insights from Medical Congresses

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Medical Specific On-Demand Sessions

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Thank you